

## Message Text

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SUBJECT: AGRICULTURE CHEMICALS TECHNICAL SALES SYMPOSIUM

USDOC FOR OIM/SAD CROSLY; BEWT/TPD THOMPSON; BEWT/TDAD  
VERZARIU

REF: SOFIA 552

1. BULGARIAN REACTION TO AGRICULTURE CHEMICALS SYMPOSIUM WAS QUITE FAVORABLE. BULGARIAN TECHNICAL REPRESENTATIVES INDICATED THAT WHILE TECHNICAL LEVEL OF PAPERS WAS RATHER MIXED, OVERALL SYMPOSIUM PROVED TO BE STIMULATING. BULGARIAN TRADE REPRESENTATIVES AND MINISTRY OFFICIALS WERE QUITE ACTIVE IN CONDUCTING DISCUSSIONS WITH MANY US COMPANY REPRESENTATIVES AND WERE APPRECIATIVE OPPORTUNITY TO FOLLOW UP ON OLD CONTACTS AND MAKE NEW ONES.

2. KEY BULGARIAN OFFICIALS EXPRESSED HOPE THAT SUCH EVENTS COULD BE MOUNTED IN FUTURE. OFFICIALS MADE SEVERAL SUGGESTIONS WHICH MIGHT BE INCORPORATED IN FUTURE SYMPOSIUM EFFORTS WHICH EMBASSY FORWARDS FOR USDOC CONSIDERATION:

A) LIMIT FIRMS PARTICIPATING TO FOUR OR FIVE.

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TOO MANY FIRMS IN SHORT TIME SPAN DO NOT ALLOW

FOR THOROUGH DISCUSSION OF ALL TOPICS OF MUTUAL INTEREST  
BETWEEN FIRMS AND GOB OFFICIALS.

B) HAVE FIRMS REPRESENTED BY BOTH SALES AND TECHNICAL OFFICIALS. SYMPOSIUMS HAVE DUAL PURPOSE, AND FIRMS SHOULD BE PREPARED TO DISCUSS BOTH TECHNICAL ASPECTS WITH BULGARIAN RESEARCH OFFICIALS AND TRADE MATTERS WITH FOREIGN TRADE ORGANIZATION OFFICIALS.

C) PROVIDE SEMINAR PAPERS IN ADVANCE TO BULGARIAN PARTICIPANTS, PREFERABLY IN BULGARIAN. THIS WOULD GIVE THEM OPPORTUNITY TO REVIEW TOPICS AND RAISE LEVEL OF GENERAL DISCUSSION. (IT SHOULD BE NOTED, HOWEVER, THAT FIRMS FELT PARTICIPANT QUESTIONS GENERALLY TO BE APT AND CHALLENGING.)

D) INSURE THAT THE GROUP BE HOMOGENEOUS. THERE SHOULD BE NO FIRMS PARTICIPATING WHICH REPRESENT FIELDS OUTSIDE THE TOPIC AREA, I.E. CHEMICO IN PRESENT SEMINAR.

3. EMBASSY CONSIDERS SYMPOSIUM FORMAT USEFUL PROMOTION VEHICLE IN PROVIDING TRADE CONTACTS FOR US FIRMS, PARTICULARLY WITH TECHNICAL OFFICIALS AND END-USERS WHO ARE NOT NORMALLY AVAILABLE TO WESTERN BUSINESSMEN. WHILE THE FIELD OF AGRICULTURE IS AN IDEAL AREA FOR SUCH TRADE PROMOTION EFFORT, GOOD POSSIBILITIES ALSO EXIST IN FIELDS OF MINERAL EXPLORATION AND EXPLOITATION, ELECTRONICS AND CONSTRUCTION.  
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